

Report from „FOSO POCO international meeting in Tartu – pitch, pilot & internationalize“, August 25, 2021

Introduction

The following report provides a summary of the presentations and discussions that took place during the hybrid event organised by Tartu City Government, as part of the FOSO-POCO Project. Further information on the Project can be found at: <https://www.corkcity.ie/en/doing-business-in-cork/european-projects/foso-poco>

The number of participants registered for the Workshop was 56. The breakdown of participants by location is as follows:

Ireland 16

Malta 8

Estonia 25

Other 7

The participants were drawn from active social enterprises; local governments and public sector, academics and researchers and support organisations.

The report contains the following sections:

1. Theme and agenda of Workshop
2. Summary of profile of Tartu and Estonian ecosystem for social enterprises
3. Results of Q/A and Peer Review – Summary of discussions
4. Summary of presentations – local case studies
5. Workshops
6. Conclusion

Appendix 1 Agenda of Workshop

1. Theme and agenda of Workshop

The theme of the Workshop was pitching, piloting & internationalizing social enterprises. The first part of the agenda gave the participants an overview of the Estonian SE ecosystem, including a presentation by Minna Harjo, policy adviser for the Department of Civil Society from the Ministry of Interior, followed by a panel discussion with two social enterprises from Tartu (Triumpf Health and Köömen) and Mervi Raudsaar, Associate Professor of Entrepreneurship at University of Tartu.

The second part of the agenda focused on good local practises in piloting, pitching and internationalizing social enterprises. Three presentations of local good practises were given by Sandra Liiv from Social initiative Käpp and Käsi (Paw and Hand); Mari-Liis Lind from social enterprise Vivita and Vaido Mikheim from Tartu Science Park, sSTARTUp Day.

The final part of the agenda gave the participants an opportunity to take part in three thematic workshops on piloting, pitching ja internationalizing facilitated by experts in the respective fields. This was concluded by presenting the results from the workshop and a final discussion on the themes.

The moderator of the Workshop was Erkki Kubber from Social Enterprise Network of Estonia. The full agenda can be found in Appendix 1.

2. Summary of the Estonian Social Entrepreneurship Ecosystem

The first by presentation by Minna Harjo, policy adviser for the Department of Civil Society from the Ministry of Interior gave an insight to the social entrepreneurship ecosystem in Estonia - where we are today, what are the main challenges, strengths and opportunities, legal framework and statistics. In Estonia, we are at a relatively early stage of social entrepreneurship ecosystem development with low public awareness of social entrepreneurship, related opportunities and potential impact. Social Enterprises are a part of Estonian civil society. The responsible ministry is the Ministry of the Interior, they operate in a range of social and economic fields and organisationally fit between traditional charities and private companies. Main CHALLENGES

- Fragmentation, incl. access to funding opportunities
- Legal framework
- Skills and capacity building
- Lack of wider awareness of SE

- Impact measurement

STRENGTHS AND OPPORTUNITIES

- Ongoing dynamic civil society

- Vibrant start-up culture, multiplicity of “bottom-up” initiatives

- SE programmes in higher education

- Strong partnerships

- Unreleased potential

- Supportive infrastructure

Regarding legal framework there is no separate law on social entrepreneurship and neither is there a separate register. SE-s are being established as non-profit associations, foundations and private limited companies and some operate as hybrid organisations. For the definition of SE-s, in Estonia we are using conventional working definition, because of no need for a strict and exhaustive official definition on national level. The priority is making sure SE's are eligible applicants for various financial instruments and support measures.

STATISTICS

In 2018 there were 126 social enterprises in Estonia (Statistics Estonia) with €45.7m sales generated income and 1743 paid staff. Most popular industries are Social welfare (approx 1/3 of all SE-s), health (physical and mental) & education. But also children and young people and the environment.

We have several support organisations: Social Enterprise Estonia, National Foundation of Civil Society, the Good Deed Foundation and others. There are incubators for SE-s like the Social Innovation Incubator (NULA) & Business idea incubator Ajujaht. County Development Centre Network operates with counselling for enterprises and NGOs and also there are many ongoing EU projects & funding opportunities (SoFiMa, Social Innovation Competency Centres etc)

Strategic partnership goals are defined in Civil Society Programme & partners are selected through a public tender. The Social Enterprise Estonia is a strategic partner to the ministry for improving operating environment of SE's & sustainable social enterprises.

3. Summary of the panel discussion

The panel about local ecosystem of social entrepreneurship in Tartu. Panelists: Minna Harjo from Ministry of the Interior, Mervi Raudsaar from University of Tartu and two Tartu's social entrepreneurs: Dan Prits from Köömen, Kadri Haljas from Triumph Health.

Minna Harjo represented the Department of Civil Society from the Ministry of the Interior of Estonia; Mervi Raudsaar teaches and researches entrepreneurship and has developed special courses on social entrepreneurship, creative industries and entrepreneurship for educational studies. She works in close cooperation with social enterprises and their umbrella organisations. She has worked as an expert for local and international institutions (such as the OECD) and serves as an expert in social entrepreneurship at the ICF.

Dan Prits is the leader of the social enterprise Köömen, the aim of which is to bring new exciting tastes to people's table and at the same time help new immigrants to enter the Estonian labor market.

Dr. Kadri Haljas is the CEO of Triumph Health. They have developed a mobile game for children to deliver behavioral therapeutics. Her background is in health psychology and she is experienced in digital health solutions and behavioral therapeutics. She is also the leader of the Mental Health Innovation Hub in Estonia. The panel discussion evolved around the questions:

- How easy is it to start with a social enterprise in Estonia?
- What are the challenges of starting a social enterprise in Estonia?
- How easy it is to scale your product or service outside of Estonia? What are the obstacles of doing that?

4. Presenting local good practises

Three local good practises on were presented on piloting, pitching and internationalizing social enterprises. First local good practice was about piloting – presented by Sandra Liiv from Social initiative Käpp and Käsi (Paw and Hand).

Käpp and Käsi (Paw and Hand) is a program that brings together people who have been in prison and dogs that live in dog pounds. Under the supervision of professional dog trainer and a psychologist, they meet 16 times over 8 weeks to learn new skills in dog training.

They have participated the NULA programme - a 6-month intense development programme that consists of training days, meetings with mentors and constant work on the solutions from home. The focus topics were solution design, testing on target groups, measuring impact, budgeting and the

preparation of a financial plan, communication activities, team strengths and weaknesses, and preparation of an action plan for implementing the solution.

The second local good practice was about internationalizing, represented by Mari-Liis Lind from social enterprise Vivita.

Vivita is an international creativity accelerator network for kids and youths. It has no teachers and no formal curriculum. The activities are driven by children themselves, and adults play a supportive and inspiring role in this journey. They believe this will increase their confidence and help them grow into talented, smart and responsible world-changers. Their mission is to provide a creative learning environment for children, develop 21st century creative tools and platform, build a global community of creative children and give power to all the kids. They have 13 studios in 8 countries and operate with 3 platforms – Vivistops as studios for learning and innovating, Vivivare for creative tools for prototyping, designing, storytelling and Viviverse as a global community for learning, co-creating and boosting innovation.

The third good local practice was about pitching, presented by **Vaido Mikheim from Tartu Science Park & sTARTUp Day**. Vaido has spent the last decade in Science Parks multiverse. He has been on and behind the stage of many public events ranging from small scale hackathons (Garage48) to large business festivals (sTARTUp Day 2016-2021). The presentation gave an overview about the local startup ecosystem as well as sTARTUp Day – the biggest business festival in the Baltics and focused on the most important parts of pitching – the speaker (why me?), the audience (who are we talking to, why and what should we say); the call to action – emphasizing the importance of having one takeaway.

5. Workshops

There were three 60-minute thematic workshops on piloting, pitching and internationalizing a social enterprise. The participants could choose the preferred workshop when registering and three groups were formed from people participating on-site and on-line via Zoom. Workshops were facilitated by Sandra Liiv (Piloting), Mari-Liis Lind (internationalizing) and Vaido Mikheim (pitching). Piloting workshop focused on the following questions? What is internationalisation? Why go international? What models of internationalisation are being used by the participants? What does it mean and take to go global / international?

The results of the workshops and main takeaways were later discussed in a panel discussion at the end of the event.

6. Conclusion

The Workshop on about piloting, pitching and internationalising social enterprises on the 25th of August organised by Tartu City Government was a practical hands on event for social enterprises, local governments, universities, support organisations and all those who are interested in social entrepreneurship. We have received feedback from the participants, which brought out the excellent practical value and a good networking experience of this event. The presentation and panel discussion with social entrepreneurs about the local ecosystem drove attention to key challenges, but also opportunities evolving around social entrepreneurship. While Estonia still needs to work on the legal framework and lack of wider awareness about SE, there is already an ongoing dynamic civil society established, a vibrant start-up culture (that is especially strong in Tartu), many different programmes for education and a supportive infrastructure. This was also emphasized by the social entrepreneurs from Tartu, Dan Prits and Kadri Haljas in the panel discussion. Presenting the local good practices gave an insightful overview of some of the good programmes and ongoing cooperation already taking place within social entrepreneurship in Tartu, Estonia and internationally.

Appendix 1 Agenda of Workshop

FOSO POCO international meeting in Tartu – pitch, pilot & internationalise

Place: Tartu Nature House & Zoom – a hybrid event

Time: 25.08 at 11 am – 3 pm (EET)

Language: english

Moderator: Erkki Kubber

Event schedule:

11.00-11.10 - Welcome and ice breaker

11.10-11.20 - **Presenting local ecosystem** - Minna Harjo from the Ministry of the Interior

11.20-11.50 - **Panel about local ecosystem**

Panelists: Minna Harjo from Ministry of the Interior, Mervi Raudsaar from University of Tartu and two Tartu's social entrepreneurs: Dan Prits from Köömen, Kadri Haljas from Triumf Health

11.50-12.50 - **Local good practices on the topic + Q&A**

11.50-12.10 - **Presenting local good practice 1: 'pilot'**

Facilitated by Sandra Liiv from Social initiative Käpp and Käsi (Paw and Hand)

12.10-12.30 - **Presenting local good practice 2: 'internationalise'**

Facilitated by Mari-Liis Lind from social enterprise Vivita

12.30-12.50 - **Presenting local good practice 3: 'pitch'**

Facilitated by Vaido Mikheim from Tartu Science Park, sSTARTUp Day

12.50-13.10 - Break 20'

13.10-14.15 **Three thematic workshops** in Loodusmaja & Zoom breakout rooms (each participant can choose 1 workshop):

1. Thematic workshop 'pilot'

Facilitated by Sandra Liiv from Social initiative Käpp and Käsi (Paw and Hand)

2. Thematic workshop 'pitch'

Facilitated by Vaido Mikheim from Tartu Science Park, sSTARTUp Day

3. Thematic workshop 'internationalise'

Facilitated by Mari-Liis Lind from social enterprise Vivita

14.15-14.25 - Break 10'

14.25-14.45 - **Thematic workshop results discussion**

14.45-15.00 - **Closing remarks, the end**